

DEAR EDITOR....

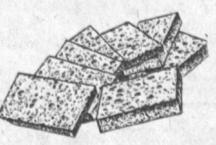
Unbearable Stretches Of Boredom...

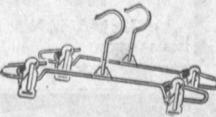
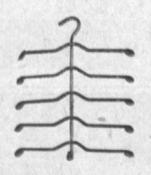
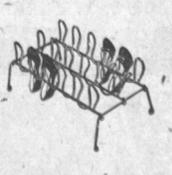
Editor,
Torrance Press:
With regard to your editorial on the present system of school naming, may I offer the opinion that your suggested names were directed more at the level of the older generation than at the level of the modern one.
You presuppose literacy and a concern for traditional children's literature that I find completely lacking.
I suggest the type of name more likely to have associative responses to a small child would be Howdy Doodly School, Captain Jet Auditorium, and Disneyland, Elementary.
Furthermore let me assure

you most teenagers would be revolted at the idea of going to Starman High school and regard mauve period romanticism as anything but inspiring.
This was not an original suggestion and when a high school in New York tried to let the students pick their school name they were caught completely off guard with the winning choice, Elvis Presley High school. That illustrates the futility of appealing to alleged adolescent romanticism.
I believe your basic premise of a child's world to be wrong, a child's world is long unbearable stretches of boredom which occasionally flashes into fun which is gone too fast.
The factors of relative time

must be taken into consideration when dealing with a child's world and for that reason such names would be of only transient influence and later would be looked back on as ridiculous.
We can't afford the farce of changing school names every few months to keep up with their current whims.
We may no longer draw on tradition as effective school names as we are no longer so close to it and in most cases it is not worthy to be held up as a model.
This leaves then only place and systems of enumeration to designate our schools as effective and logically defensible methods and so we are back where we started. It may not be very inspiring but then neither are the schools.
Sincerely yours,
(s) **DAVID BURDICK,**
1407 Cota

both houses, a great handful of messages went to the Governor from Lomita, endorsing the bill. Similar appeals went from areas which had been harassed by promoters in the eastern part of the county.
It is not unusual that this predominantly Democratic district has a Democrat as its representative, but this was not a partisan matter. Some stalwart Republicans in this area joined in urging the Governor to sign the bill.
Sincerely,
(s) **May W. Ross**
25022 Penn. Ave.
CITY OF HOPE
Editor,
Torrance Press,
Dear Sir:
The City of Hope owes you a debt of gratitude.
Your magnificent cooperation during our June fund drive made it possible for us to consistently keep the public informed of the aims and purposes of our free, nonsectarian Medical Center. You further enabled us to acquaint the community with our three-point program of patient care, research and post-graduate medical education in the catastrophic diseases.
Thanks to your generosity, our campaign achieved a high measure of success. As my last official act as retiring president of the City of Hope, it is my pleasure to express to you our sincere appreciation of your splendid effort.
Sincerely yours,
Victor M. Carter
President

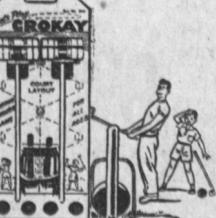
| | | | |
|--|---|---|--|
|  7 Coil Hardwood CLOTHES PINS PKG. of 3 Dz. 5 doz. c. |  BALL PEN REFILLS FITS MOST PENS 7 c. ea. |  REG. 25c SPONGES 16 SIZES 7 c. ea. |  STANDARD SIZE FLASHLITE BATTERIES 9 c. ea. |
|--|---|---|--|

| | | |
|--|---|---|
|  REG. 19c METAL CLIP HANGERS 10 c. ea. |  BLOUSE TREE 79 c. |  SHOE RACK 99 c. |
|--|---|---|

| | | | |
|--|--|--|--|
|  KLEENEX 400's 19 c. ea. |  KLEENEX DISPENSER Polyethylene \$1.29 ea. Asst. Colors 400's Only |  POLYETHYLENE CRISPER Fresh and Keeps Food Wholesome \$1.77 ea. |  MIRROR ON STAND ONE SIDE MAGNIFIES 77 c. |
|--|--|--|--|

| | | |
|--|---|--|
|  24-pc. PICNIC SET 4 Plates, 4 Cups, 4 Forks, 4 Knives, 4 Spoons, 2 Salt and Pepper, 1 Cake Knife, 1 Butter Knife. 98 c. ea. |  WASTE BASKET YOUR CHOICE 69 c. |  DELUXE SILICONE and TUFFLEX IRON PAD and COVER SET 98 c. ea. |
|--|---|--|

| | | | |
|---|--|--|--|
|  REG. 39c Bamboo Rake 25 c. |  50' Virgin Vinyl Plastic Sells Elsewhere for \$5.95. Lifetime Guarantee. Garden Hose 7/16" \$3.98 |  WHIRLWIND SPRINKLER TAKES 'EM ALL FOR VALUE 88 c. |  6-pc. SCREW DRIVER SET 88 c. |
|---|--|--|--|

| | | |
|--|--|---|
|  DUPONT MIRACLE ORLON PILLOWS • NON ALLERGENIC • DUST FREE • MOTH PROOF • WASHABLE • PINK OR BLUE • FULL CUT SIZE 18 x 24 INCHES • FINE LINEN FINISH TICKING • LUXURIOUS SLEEP COMFORT 7.98 Value 2 FOR \$2.99 |  CROKAY Fun for the Entire Family \$1.77 |  SCOTT TOILET TISSUE 10 for \$1.00 ASPIRIN TABLETS 100 GRAIN 9c ALCOHOL FULL PINT 9c VITAMIN C TABLETS 100 Reg. 100 Tablets 59c CALAMINE LOTION 8 OUNCES 24c COSTUME JEWELRY Reg. \$1.10 Values 59c 2 for \$1.00 |
|--|--|---|

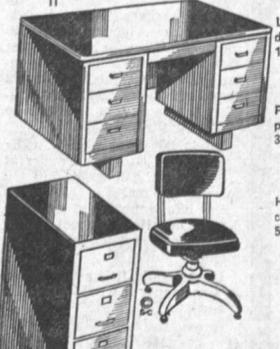
PRICES GOOD THURS., FRI., SAT., SUN. AUGUST 1-2-3-4

WALTERS **Rexall** DRUGS

YOU CAN DEPEND ON ANY DRUG PRODUCT THAT BEARS THE NAME REXALL

174th & CRENSHAW (NEXT TO FOOD'S CO. MKT.)

OFFICE FURNITURE



METAL DESK
Large size, many drawers. Reg. 99.95
175.95. NOW **99**

STENO CHAIR
Posture chair, foam padded. Reg. 24.95
34.95. NOW **24**

METAL FILE
Heavy duty steel cabinet. Reg. 39.95
59.95. NOW **39**

Use Our Easy Credit Terms

TORRANCE DESK and OFFICE EQUIPMENT

2081 TORRANCE BLVD. FA. 8-7408

No Honest Argument

Editor,
Torrance Press
Dear Sir: There was nothing unusual about the enactment of the law curbing incorporation excesses, except the unawareness of certain politicians. At the February meeting in Lomita our Assemblyman, Vincent Thomas, stated that he would introduce a bill. All of the Harbor Area papers except one informed their readers of the passage of Assembly Bill No. 2835.
Incorporation promoters could have spent some of their slush fund fighting the bill in the Senate. After it reached the Governor's desk, they had every opportunity to present their case to the Governor.
They could not have used that humbug about danger of annexation, because the Governor knows that no land can be annexed against the will of the majority of the owners. They had no honest argument.
When the bill had passed

RECREATION PROGRAM

Editor,
Torrance Press
We are most appreciative of the coverage your paper has given us this summer regarding our South Elementary District Summer Recreation Program for elementary-age children.
Although this is our first effort with an organized publicity program, we feel well rewarded with the response given us. More important though, than our publicity program is the fact that all sixty-two of our playgrounds have had banner years. The following statistical evidence is furnished:
1. Approximate total attendance, 62 playgrounds, summer 1957—200,000
2. Approximate average attendance, individual playground—3,500
3. Approximate daily attendance, individual playground—75
Again our appreciation to you for cooperation in this matter.
Sincerely,
Robert T. DeVries
Summer Staff Representative

National Supply's Sales Up

Net sales by The National Supply Co. for the first six months of 1957 were \$155,424,801, compared with \$147,492,421 in the same period of 1956, it was announced following a meeting of the board of directors here today.
Net income climbed to \$8,801,505, compared with \$8,089,414 in the first six months of 1956. Earnings per common share were \$3.00, compared with \$2.76.
During the second quarter, both the net sales, \$79,289,417, and the net income, \$4,577,536, exceeded those of the first quarter of 1957 and of the second quarter of 1956.
At the meeting, the directors declared the regular quarterly dividend of 60 cents per share on the common stock, payable October 1, 1957, to stockholders of record September 19.
A. W. McKinney, president, said the company's prospects for the second half of 1957 are favorable.

4 Marine Reserves At Mojave

A quartet of Torrance Marine Reserves is currently undergoing two weeks of active duty training at the Marine Corps Auxiliary Air Station, Mojave, with Marine Air Reserve Fighter Squadron 241.
Upon completion of the training period, the individuals will receive a thorough physical examination and will be released from active duty status, according to Lt. Col. Donald L. Clark, squadron commander. They then will resume training at the Los Alamitos installation one week-end monthly.
The local men are Maj. Henry Fink Jr., 3916 Newton st., a jet pilot; Master Sgt. Jack W. Berry, 2012 Kathy Way, and T/Sgt. Conrad J. Heppel, 22311 La Deene ave., both engineering specialists, and James D. Roberts, 21206 S. Vermont ave., a basic trainee.

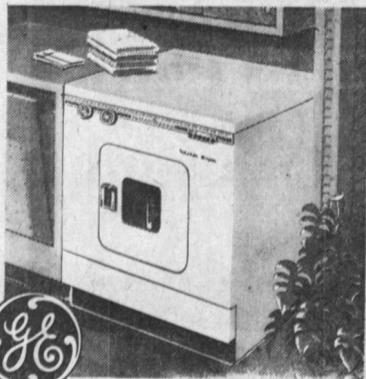
BEFORE A Typical Problem... Space for Washer Only

NOW **2 APPLIANCES IN 1** BY GENERAL ELECTRIC

Combination Washer-Dryer Fits Like a Cabinet!

NEW COMPACT DESIGN
Same size as a 30-inch kitchen cabinet... takes up to 4 square feet less space than regular deluxe washer and dryer together... fits almost anywhere—kitchen, bath, hall, linen closet.

ONE COMPLETELY AUTOMATIC OPERATION
No need to lift clothes from washer to clothesline or separate dryer. You set all controls at one time... clothes are thoroughly washed then dried soft and fluffy automatically... you're free for other housework, the children, even to go shopping.



Ask us to demonstrate these wonderful Home Laundry Features...

FOR PIECE-BY-PIECE WASHING... Extra-big clothes basket (over 4 cu. ft.)... and unique tumbling system plus automatic controls that can be set for requirements of each load—including delicate fabrics.

FOR SOFT, FLUFFY DRYING... Automatic Dry Selector eliminates guessing... automatically adjusts drying time and temperature to requirements of clothes. Dries many items so wrinkle-free they don't need ironing.

- Automatic Water Saver
- Automatic Water Heater
- Automatic Load Balancer
- Full 8-Pound Capacity
- Choice of White or Mix-or-Match Colors

COMBINATION WASHER-DRYER Model WD-660P

UP TO \$100 TRADE-IN FOR YOUR OLD WASHER

IN DOWNTOWN TORRANCE

UNIVERSAL FURNITURE COMPANY

1317 SARTORI OPEN FRIDAY NIGHT 'TIL 9 FAirfax 8-3073